

ABSTRACT OF THE DISCLOSURE

An image display device for displaying images by using the digital signal processing and by making use of the light emission of the phosphor. An static image is detected from an image signal data, and when the luminance level of the static image is high, the luminance level of the specific area is lowered, and when the luminance level of the static image is low, the luminance level of the specific area is increased. In this manner, it is possible to reduce image retention of the static image when the static image is displayed for a long time.